

Analysis of The Readiness of Companies in The International Logistics Industry to Develop Business Online in The Digital Revolution

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Abstract

Today, the expansion of online tools plays a key role in planning the organization's management strategy, offering new ways of doing business in the form of e-business. Elements of e-business are part and parcel of this process, as they modify existing ways of doing business. This work is devoted to the analysis, exploration and comparison of the readiness of companies in the international logistics industry to conduct e-business in the circumstances of the digital revolution. The Author explored data collected from research companies (N=3) and used the Computer Assisted Web Interview (CAWI) technique. The data collected during the research work became the basis for the following conclusions: the highest degree of readiness to conduct innovative activities in the field of e-business is obtained by companies "PL" and "DE". The respondent "BY" showed less advanced results, which directly translates into its low degree of readiness to provide e-business.

Keywords: business online, digital revolution, e-business, digital business